MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2215)

BMR1014 – FUNDAMENTALS OF MARKETING

(All sections/Groups)

20 FEBRUARY 2023
2.30 p.m - 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **THREE (3)** pages with only **ONE (1)** section.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

SECTION A: Structured Questions (100 Marks)

QUESTION 1

(a) There are many ways for companies to divide large, diverse markets into smaller segments that can be reached more efficiently and effectively with products and services that match buyers' unique needs. Nevertheless, not all segmentations are effective. Discuss any **FOUR (4)** requirements for effective segmentation. (8 marks)

(b) Figure 1 below shows the possible value propositions on which companies might position its products and services.

Benefits \ Price	More	The same	Less
More	More for more	More for the same	More for less
The same	The same for more		The same for less
Less	Less for more	Less for the same	Less for much less

Figure 1: Possible Value Propositions

Identify and explain any **FOUR (4)** winning value propositions that give companies a competitive advantage. *(You are required to provide an example of company for each winning value proposition.)* (12 marks)

(Total: 20 marks)

QUESTION 2

(a) Companies use its marketing communications mix to engage consumers, persuasively communicate customer value, and build customer relationship. Discuss **FIVE (5)** major tools in promotion mix. (15 marks)

(b) Discuss push and pull promotion strategies. (5 marks)

(Total: 20 marks)

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QUESTION 3

(a) Figure 2 below shows the product mix of Maggi that consists of all the product lines and items that the brand offers for sale.

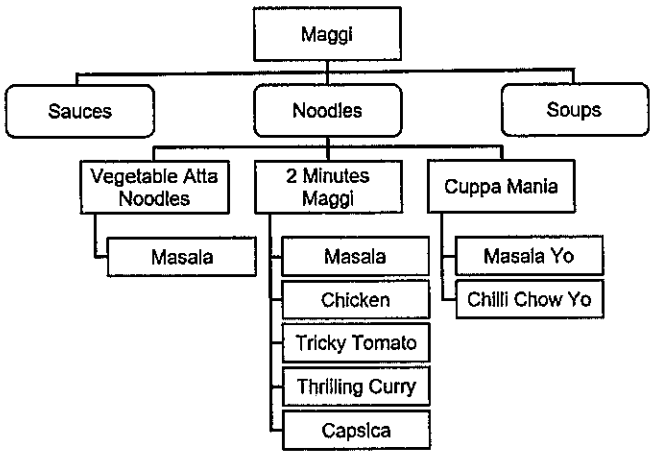

Figure 2: Product Mix of Maggi

Based on the figure above, explain the concepts of product mix width, product mix length, product line depth and consistency. (8 marks)

(b) Companies usually adjust their prices to account for various customer differences and changing situations. Explain any **FOUR (4)** price adjustment strategies. (12 marks)

(Total: 20 marks)

QUESTION 4

(a) Marketing has the main responsibility for achieving profitable growth for the company. Marketers need to identify, evaluate, and select market opportunities and lay down strategies for capturing them. List and explain **FOUR (4)** strategies in the Product / Market Expansion Grid for companies to identify growth opportunities. (12 marks)

(b) Although secondary data often provide a good starting point for research and help to define research problems and objectives, in most cases, companies must also collect primary data. Define primary data. List and explain any **FOUR (4)** research approaches for gathering primary data. (8 marks)

(Total: 20 marks)

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QUESTION 5

(a) When companies have defined its channel objectives, it should next identify its major channel alternatives. Discuss **THREE (3)** distribution strategies based on number of marketing intermediaries. *(You are required to provide an example of company for each strategy.)* (12 marks)

(b) In making products and services available to consumers, channel members add value by bridging the major time, place and possession gaps that separate goods and services from those who use them. Explain any **FOUR (4)** key functions that marketing channel members can add value. (8 marks)

(Total: 20 marks)

End of Paper.